

Fulfilling the core market research educational needs of individuals and companies worldwide.

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UNIVERSITY OF  
GEORGIA

MRII MARKET RESEARCH  
INSTITUTE INTERNATIONAL



## How to Contact Us:

Phone: +1-706-542-3537 or  
1-800-811-6640 (USA only)

E-Mail: [questions@  
georgiacenter.uga.edu](mailto:questions@georgiacenter.uga.edu)

In this course you will learn about ethical practices in research and about the steps you need to take to avoid causing harm to participants. You will learn about personal data and how to protect the individual who provided it, whether the data is collected by direct questioning or by passive methods. You will learn about *Privacy by Design*. *Privacy by Design* is a toolkit for helping organizations and individuals test their market research processes and project designs, to make sure that any risks to participating individuals' privacy and of causing harm are kept to a minimum.

You will learn about the international principles that apply to protecting personal data. You will master how these principles are converted into law and built into everyday research practice through self-regulation, based on industry codes and guidelines.

Finally, the course will introduce you to the leading national and international industry associations and expose you to examples of their ethical codes and guidelines. It will identify international cultural differences and legal requirements that global researchers need to take into account. It will briefly touch on the legal issues involved in transferring and accessing personal data around the world. The course will cover the ISO standards (i.e., International Standards Organization) that have been developed to help ensure consistent research processes and minimum quality standards when working globally.

## Prerequisite Courses:

**No.** There are no prerequisites for enrolling in *Ethical and Legal Issues in Market Research*.

## Learning Objectives

The Market Research Core Body of Knowledge (MRCBOK™) developed by William Neal of SDR Consulting, Inc. and Dr. Malcolm McNiven of the University of Georgia in 1994 directly led to the formation of the MRII.

**MRCBOK™**  
MARKET RESEARCH CORE BODY OF KNOWLEDGE

Ever since, a unique mix of practitioners and academics have periodically reviewed and updated the MRCBOK, so that it can serve as a firm, contemporary foundation for market researchers. It represents an international consensus of business practitioners on the required fundamentals for research education.

Today, mastery of the MRCBOK by taking the *Principles of Market Research* course can lead to industry certification by the Insights Association or AMSRS.

After completing this course you should be able to:

1. Explain why solid ethical practices are essential to the long-term success of market research and the responsibilities researchers have to the key stakeholders—research participants, clients, the general public, and the research profession.
2. Describe the concept of harm and how it applies to those whose data we collect and/or process.

3. Describe the concept of personal data - sometimes called personally-identifiable data or PII - and its evolution over time.
4. Describe some of the ways which a transition from primary data collection to increased reliance on secondary data is changing our ethical responsibilities to those whose data we analyze.
5. Discuss the universal principles of privacy and data protection as applied in market research in different countries and cultures.
6. Distinguish between ethical requirements and legal requirements.
7. Describe what a privacy impact assessment or PIA involves.
8. List the major industry and professional associations for market research practitioners and organizations worldwide.
9. Explain how the market research industry's commitment to self-regulation creates a unique set of legal and ethical obligations.
10. Cite major sources of guidance for researchers concerned about their legal and ethical responsibilities.

**Enroll Anytime. Register Now!**

For more information about

***Ethical and Legal Issues in Market Research***

contact us at [questions@georgiacenter.uga.edu](mailto:questions@georgiacenter.uga.edu) or by telephone at +1-706-542-3537.